

FOR IMMEDIATE RELEASE

ACME Hotel Gets Hip to Best-in-Class Revenue Management with IDEaS

Tech savvy boutique hotel sends spreadsheets packing

MINNEAPOLIS – October 15, 2015 – [IDEaS Revenue Solutions](#), the leading provider of revenue management software solutions and advisory services, announced today it has partnered with the [ACME Hotel Company](#) to improve demand forecasting and revenue performance with [IDEaS Revenue Management System \(RMS\)](#).

A one-of-a-kind hotel property in downtown Chicago, ACME Hotel is located in the River North district, home to hundreds of the city's most in-demand restaurants, nightspots and attractions. In this highly competitive environment, ACME takes a unique approach to attracting new and returning guests.

"Our hotel is young and fun. We offer a unique experience—urban and contemporary with great design everywhere, brilliant technology for our guests and unexpected extras," explained Brent Hinton, director of sales and marketing for ACME Hotel. "We want our guests to do their own thing, and our take on revenue management is similar. We need to be able to do our own thing. Manual spreadsheets are out, automation is in, and my team couldn't be happier that IDEaS RMS will help us catch trends and booking patterns more quickly—allowing us to price ourselves ahead of the competition."

Hinton reviewed solutions from IDEaS and another RMS provider. In the end, IDEaS was selected for IDEaS RMS's ability to handle hurdle points and group pricing and its affordable cost of implementation.

Powered by advanced SAS[®] Analytics, IDEaS RMS lets hotel revenue managers capture more revenue opportunities—more often—by integrating strategic and innovative data elements into their decisions. Based in the cloud, the system is fully scalable and is capable of creating pricing decisions for one property or worldwide estates. With the power to forecast, control inventory, price and report with absolute confidence, IDEaS RMS makes an immediate impact on a hotel's bottom line by driving better revenue across the property.

"Twenty-five years in the industry has shown us the incredible diversity of hotels in the world and the different ways they continue to innovate and set themselves apart, elevating the guest experience," noted Jane Stampe, Americas managing director for IDEaS. "ACME Hotel Company has already achieved considerable success building its business, and we look forward to helping the property improve demand forecasting and revenue performance."

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About ACME Hotel Company

Located less than three blocks from the Magnificent Mile in the River North neighborhood, the ACME Hotel is downtown Chicago's lifestyle boutique hotel alternative. Accommodating both leisure and business travelers, ACME exemplifies hip, urban design with a high-tech vibe. Rooms include free 100 megabyte bandwidth wi-fi, wireless sound systems, 46-inch LED TVs and more. Guest packages include Shopping, Livin' On The Edge, Hair of the Dog, Summer of Vinyl and Art Rocks! TripAdvisor awarded ACME with a Certificate of Excellence in 2015. ACME is affiliated

with Worldhotels, a global brand that brings together some of the world's most unique independent hotels in 250 destinations and 65 countries worldwide.

About IDeaS

With more than one million rooms priced daily on its advanced systems, IDeaS Revenue Solutions leads the industry with the latest revenue management software solutions and advisory services. Powered by SAS® and more than 25 years of experience, IDeaS proudly supports more than 7,000 clients in 94 countries and is relentless about providing hoteliers more insightful ways to manage the data behind hotel pricing.

IDeaS empowers its clients to build and maintain revenue management cultures—from single entities to world-renowned estates—by focusing on a simple promise: Driving Better Revenue.

IDeaS has the knowledge, expertise and maturity to build upon proven revenue management principles with next-generation analytics for more user-friendly, insightful and profitable revenue opportunities—not just for rooms, but across the entire hotel enterprise.

For more information, visit www.ideas.com.

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